

In the Claims:

What is claimed is:

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Claims 1-8 are canceled.

1           9.     [Original] A marketing method comprising:  
2           accessing a condition associated with an operation of an image forming  
3 device configured to use a consumable to form a hard image;  
4           monitoring the operation of the image forming device;  
5           communicating a request externally of the image forming device using the  
6 image forming device and responsive to the monitoring;  
7           receiving a message responsive to the communicating the request; and  
8           communicating the message using the image forming device.

1           10.    [Original] The method of claim 9 wherein the accessing comprises  
2 accessing the condition from the consumable.

1           11.    [Original] The method of claim 9 wherein the accessing comprises  
2 accessing the condition related to a status of the consumable and the monitoring  
3 comprises monitoring the status of the consumable.

1           12.    [Original] The method of claim 9 wherein the accessing comprises  
2 accessing the condition not related to a status of the consumable.

1           13.    [Original] The method of claim 9 wherein the accessing comprises  
2 accessing the condition related to a life span of the image forming device and  
3 the monitoring comprises monitoring the life span of the image forming device.

1           14.    [Original] The method of claim 9 wherein the accessing comprises  
2 accessing the condition related to a status of another consumable not having  
3 the condition, and the monitoring comprises monitoring the status of the another  
4 consumable.

PDNO. 10006504-4  
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Amendment A

1           15. [Original] The method of claim 9 wherein the accessing comprises  
2           accessing a plurality of conditions related to statuses of a plurality of  
3           consumables used by the image forming device to form the hard image, and the  
4           monitoring comprises monitoring the statuses of the consumables.

1           16. [Original] The method of claim 9 wherein the communicating the  
2           request comprises communicating the request including an identifier of the  
3           image forming device.

1           17. [Original] A marketing method comprising:  
2           accessing a condition associated with an operation of an image forming  
3           device configured to use a consumable to form a hard image;  
4           monitoring the operation of the image forming device;  
5           communicating a request using the image forming device to a marketing  
6           system external of the image forming device responsive to the monitoring;  
7           communicating a message using the marketing system responsive to  
8           receiving the request; and  
9           communicating the message using the image forming device.

1           18. [Original] The method of claim 17 wherein the accessing  
2           comprises accessing the condition from the consumable.

1           19. [Original] The method of claim 17 wherein the accessing  
2           comprises accessing the condition related to a status of the consumable and the  
3           monitoring comprises monitoring the status of the consumable.

1           20. [Original] The method of claim 17 wherein the accessing  
2           comprises accessing the condition not related to a status of the consumable.

1           21. [Original] The method of claim 17 wherein the accessing  
2           comprises accessing the condition related to a life span of the image forming  
3           device and the monitoring comprises monitoring the life span of the image  
4           forming device.

*PDNO. 10006504-4*  
*Serial No. 09/932,638*  
*Amendment A*

1           22. [Original] The method of claim 17 wherein the accessing  
2 comprises accessing the condition related to a status of another consumable not  
3 having the condition, and the monitoring comprises monitoring the status of the  
4 another consumable.

1           23. [Original] The method of claim 17 wherein the communicating the  
2 request comprises communicating the request including an identifier of the  
3 image forming device, and further comprising selecting the message from a  
4 plurality of other messages using the identifier, and wherein the communicating  
5 the message comprises communicating the message after the selecting.

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*Amendment A*